

Sunday Times FASHION WEEKLY



Product Overview

Fashion Weekly is the ultimate guide to what is new and hot in the South African fashion and beauty scene. It is a weekly, tabloid insert to Sunday Times and is a fun, inspiring and credible read for fashionistas and beauty-lovers across the country. At a time when there's a plethora of brands out there, Fashion Weekly cuts through the clutter to bring a brilliantly curated, always on trend and up-to-the-minute mix of hot shopping, beautiful shoots and breaking news. At Fashion Weekly we aim to give readers a dose of inspiring, highly visual content that shows them exactly what's new in store every week.

Our upfront pages offer a changing mix of shopping, snappy Q&As with industry players, local and international fashion news, competitions, reader interaction and very directional content. In addition, the supplement's centre spread will always offer a gorgeous production shoot that highlights the hottest looks and sartorial must-haves: think tight edits of the season's hottest trends, interpreted in ways that make it easy for readers to get the looks shown for themselves. The last pages of the supplement are focused on beauty; new products and ranges, trends and "recreate the look" guides.

- **Readership:** 2,035,000
- **Circulation:** 278,610
- **Advertising Rates:** R123,552.00 (39 x 8 FP FC) - CPT of R60.71
- **Demographics:**
 - **Average HH income – R24,071** (vs. R12,267 national average)
 - **Three in four readers are in LSM 7-10**
 - **Four in five have matric or higher education**
- **Psychographics:** Fashion is of great interest to Sunday Times readers. They like being original and dress to please themselves. They have a good sense of style, invest in maintaining a good self-image and loyal towards brands they know and trust. Although they tend to be career-orientated, family is important to them. Advertising plays a key role in their decision making and they are willing to pay for good quality.

SOURCE: Source: AMPS 2015AB, ABC Jul-Sep 2016



For rates go to www.TMAdroom.co.za